

CONTRACT



www.wxyz.com

WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
(248)827-7777

And:

Main Street Media
P. O. Box 25093
Alexandria, VA 22313

<u>Contract / Revision</u> 308138 /		<u>Alt Order #</u>
<u>Product</u> Protecting Michigan Taxpayers		
<u>Contract Dates</u> 08/17/12 - 08/27/12	<u>Estimate #</u> 795	
<u>Advertiser</u> Protecting Michigan Taxpayers		<u>Original Date / Revision</u> 08/16/12 / 08/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXYZ	<u>Account Executive</u> Dave Lombardo	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WXYZ	08/17/12	08/24/12	5am News M-F	5-6am M-F		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$300.00			
	Week:	08/20/12	08/26/12	---11--				2	\$300.00			
N 2	WXYZ	08/20/12	08/27/12	Action News 6am	6-7am M-F		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	1-1----				2	\$650.00			
	Week:	08/27/12	09/02/12	1-----				1	\$650.00			
N 3	WXYZ	08/17/12	08/27/12	M-F 7-9am	7-9am M-F		:30			NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$650.00			
	Week:	08/20/12	08/26/12	-1111--				4	\$650.00			
	Week:	08/27/12	09/02/12	1-----				1	\$650.00			
N 4	WXYZ	08/20/12	08/27/12	M-F 9a-10a	9-10am M-F		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	1-1----				2	\$400.00			
	Week:	08/27/12	09/02/12	1-----				1	\$400.00			
N 5	WXYZ	08/17/12	08/24/12	M-F 10a-11a	10-11am M-F		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$350.00			
	Week:	08/20/12	08/26/12	-1-11--				3	\$350.00			
N 6	WXYZ	08/20/12	08/27/12	M-F 11a-12n	11am-12pm M-F		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	1-1----				2	\$600.00			
	Week:	08/27/12	09/02/12	1-----				1	\$600.00			
N 7	WXYZ	08/17/12	08/24/12	M-F 12-1pm	12-1pm		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$400.00			
	Week:	08/20/12	08/26/12	-1-11--				3	\$400.00			
N 8	WXYZ	08/20/12	08/22/12	The Chew	1-2pm M-F		:30			NM	2	\$1,000.00

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 1-1---- 2 \$500.00												
N 9	WXYZ	08/17/12	08/24/12	The Revolution	2-3pm M-F		:30			NM	3	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 ----1-- 1 \$500.00 Week: 08/20/12 08/26/12 ---11-- 2 \$500.00												
N 10	WXYZ	08/20/12	08/27/12	M-F 3p-4p	3-4pm M-F		:30			NM	3	\$1,650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 1-1---- 2 \$550.00 Week: 08/27/12 09/02/12 1----- 1 \$550.00												
N 11	WXYZ	08/17/12	08/24/12	Dr. Oz	4-5pm M-F		:30			NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 ----1-- 1 \$500.00 Week: 08/20/12 08/26/12 -1-11-- 3 \$500.00												
N 12	WXYZ	08/20/12	08/27/12	5-6pm M-F	5-6pm M-F		:30			NM	3	\$1,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 1-1---- 2 \$650.00 Week: 08/27/12 09/02/12 1----- 1 \$650.00												
N 13	WXYZ	08/17/12	08/24/12	6-630pm M-F	6-630pm M-F		:30			NM	4	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 ----1-- 1 \$900.00 Week: 08/20/12 08/26/12 -1-11-- 3 \$900.00												
N 14	WXYZ	08/20/12	08/27/12	M-F 7-730p	7-730pm M-F		:30			NM	3	\$2,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 1-1---- 2 \$750.00 Week: 08/27/12 09/02/12 1----- 1 \$750.00												
N 15	WXYZ	08/21/12	08/23/12	M-F 730-8pm	730-8pm M-F		:30			NM	2	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -1-1--- 2 \$1,400.00												
N 16	WXYZ	08/18/12	08/27/12	11pm Action News Update	11-1135pm M-Sun		:30			NM	5	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1- 1 \$1,400.00 Week: 08/20/12 08/26/12 1-1---1 3 \$1,400.00 Week: 08/27/12 09/02/12 1----- 1 \$1,400.00												
N 17	WXYZ	08/17/12	08/24/12	Nightline	1135pm-1205am M		:30			NM	4	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 ----1-- 1 \$700.00 Week: 08/20/12 08/26/12 -1-11-- 3 \$700.00												
N 18	WXYZ	08/17/12	08/24/12	Friday Prime C	10-11pm Friday		:30			NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 ----F-- 1 \$2,500.00 Week: 08/20/12 08/26/12 ----F-- 1 \$2,500.00												
N 19	WXYZ	08/18/12	08/25/12	GMA SAT 7-8am	SAT 7-8am		:30			NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----S- 1 \$350.00 Week: 08/20/12 08/26/12 -----S- 1 \$350.00												
N 20	WXYZ	08/25/12	08/25/12	Sat 7-8pm	7-8pm Sat		:30			NM	1	\$850.00

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Week:		08/20/12	08/26/12	-----S-				1	\$850.00																																										
N 21	WXYZ	08/19/12	08/26/12	GMA SUN 7-8am	SUN 7-8am		:30			NM	2	\$600.00																																							
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Week:		08/20/12	08/26/12	-----S				1	\$300.00																																										
N 22	WXYZ	08/19/12	08/26/12	Su 6-630p	6-630pm Sun		:30			NM	2	\$1,400.00																																							
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N 23	WXYZ	08/19/12	08/26/12	Sunday Prime A	7-8pm Sunday		:30			NM	2	\$4,000.00																																							
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N 24	WXYZ	08/21/12	08/21/12	Tuesday Prime C	10-11pm Tuesday		:30			NM	1	\$2,000.00																																							
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Week:		08/20/12	08/26/12	-T-----				1	\$2,000.00																																										
Totals											71	\$53,850.00																																							

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	63	\$48,200.00	\$40,970.00
08/27/12 -08/27/12	8	\$5,650.00	\$4,802.50
Totals	71	\$53,850.00	\$45,772.50

Signature: _____ **Date:** _____

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